



AMEX
OFFERS



Advertiser Case Study: Amex Offers x Roller Rabbit

The Challenge

Lifestyle brand Roller Rabbit aims to outfit every generation within families for every part of their day. But **with a fast-growing Gen Z following, they needed to ensure they were also speaking to Millennials and Boomers.**

The Solution

With Amex Offers, the business saw a growth spike in both audiences, with Millennials and Boomers driving the results of their program. They also saw an increase in new Amex shoppers, as well as reengagement with existing customers for repeat purchases.

Case studies shown for illustrative purposes only. Individual results will vary.

“

These customers have high spending power, and we've seen a strong AOV from this particular program.

”

The Impact

12:1

Return on investment¹

73%

**of redeemers were
new Amex shoppers²**

\$377K+

Added media value³

¹ Return on investment = [(Total Campaign Spend - Offer Funding Cost) / Offer Funding Cost] includes all Amex Offers campaigns run with this merchant in 2023

² New Amex shoppers are defined as Card Members who have not used their Amex Card at the merchant in the 12 months prior to the offer

³ Added media value is based on independent, third party valuation by Sonder, an owned media valuation firm; it does not reflect or purport to reflect the views of American Express. For more information visit sondermedia.com